

In Touch

SPRING 2023

Spring in Our Step

What makes you happiest about the spring season? Seeing the first flowers poke out of the dirt? Trading your parka for a sweater?

Whatever spring means to you, be sure to embrace its energy and positivity with every step you take. Should you choose to spring forward with upgraded communications technology, we can help!



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Office Closures

5/19 for Fair Day
5/29 for Memorial Day Holiday
7/4 for Independence Day Holiday
9/4 for Labor Day Holiday

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Falling down the internet rabbit hole?



Enjoy the wonderland more with wonderfully fast internet!

Curiosity led Alice down, down, down the rabbit hole and toward all kinds of adventure. You may be able to relate to her as you click, click, click your way from one video, social media post, online store, or article to another.

There's so much to discover when you fall down the internet rabbit hole. All you need to make the most of this wonderland is some spare time and a fast connection. We can help with the latter.

Call (209) 785-2211 for faster speeds.
Speaking of rabbits, we wish you a happy Easter!



Planning to Plant a Tree in Honor of National Arbor Day?

The last Friday in April is National Arbor Day—which makes it the perfect time to think about trees. (Arbor means tree in Latin.)

J. Sterling Morton and his wife brought their love of trees with them when they moved from Michigan to Nebraska in 1854. Morton soon spread his passion for nature to the locals by using his influence at the newspaper to provide agricultural information. He not only advocated tree planting by individuals but encouraged civic organizations to gather to plant trees as well.

In early 1872, Morton's proposal was accepted for a tree-planting day in Nebraska called Arbor Day. The popular celebration quickly spread to other states and was a national day of observance by 1882.

Did you know April is National Safe Digging Month? If you're planning to plant a tree, call 811 in advance to have underground utility lines marked. The affected local utilities will send a locator to your property, free of charge. Then you'll know what's below and be able to dig safely.



How Did Streaming Get Its Start?

Streaming began long before Netflix became a household word. On September 5, 1995, ESPN streamed a live radio broadcast of a baseball game between the New York Yankees and the Seattle Mariners. The Mariners won, and so did all of us, since it paved the way for the many streaming opportunities we enjoy today.

Several key streaming technologies entered the picture during the 1990-2000 decade. They include the Macromedia (later Adobe) Flash Player, and two streaming protocols that remain relevant today: the Real-Time Messaging Protocol (RTMP) and the Real-Time Streaming Protocol (RTSP).

During 2001-2010, as bandwidth grew and compression technologies advanced, Adobe Flash became synonymous with video streaming, and RTMP worked behind the scenes. The concept of internet video also entered mass media, with streaming services such as YouTube and Netflix getting their starts.

Then Apple CEO Steve Jobs decided to shake things up by announcing that the iPhone would not support Flash. Instead, Apple would stream video using its own proprietary format: HTTP Live Streaming (HLS). Jobs had a point. Moving away from Flash to HTTP-based technologies had plenty of benefits in terms of scale and quality.

Live streaming flourished during the 2010s, as well as video consumption on mobile devices. But so did latency. For instance, when eight million people watched Felix Baumgartner jump to earth and break the sound barrier on YouTube Live in 2012, the broadcast came with a 20-second delay.

Streaming technology continued to improve. In 2020, Flash officially died, and the pandemic ushered in a new streaming chapter. Social distancing meant that collaboration and entertainment took place online. Some highlights of the early 2020s included the first entirely virtual NFL draft, Nasa and SpaceX's launch to the International Space Station, and more than 3.3 trillion Zoom meetings. Telehealth, digital fitness, and live commerce became commonly used around the world.

Clearly, streaming is here to stay. Would we want it any other way?

To enhance your streaming experience, consider an internet speed upgrade. Call (209) 785-2211 for details or visit www.caltelconnect.com.